

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference SGG-1743-P	FOR FURTHER ACTION see Form PCT/ISA/220 as well as, where applicable, item 5 below.	
International application No. PCT/KR 2004/001682	(Earliest) Priority Date (<i>day/month/year</i>) 9 July 2003 (09.07.2003)	International filing date (<i>day/month/year</i>) 8 July 2004 (08.07.2004)
Applicant PARK KYUNG-YANG		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 4 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report

- a. With regard to the language, the international search was carried out on the basis of the international application in the language in which it was filed, unless otherwise indicated under this item.
- ☐ The international search was carried out on the basis of a translation of the international application furnished to this Authority (Rule 23.1(b)).
- b. ☐ With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see continuation of this first sheet.

2. ☐ **Certain claims were found unsearchable** (see continuation of this first sheet)

3. ☐ **Unity of invention is lacking** (see continuation of this first sheet)

4. With regard to the **title**,

- ☒ the text is approved as submitted by the applicant.
- ☐ the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,

- ☐ the text is approved as submitted by the applicant.
- ☒ the text has been established, according to Rule 38.2(b), by this Authority as it appears in the continuation of this first sheet. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,

- a. the figure of the drawings to be published with the abstract is Figure No. 1
- ☒ as suggested by the applicant.
- ☐ as selected by this Authority, because the applicant failed to suggest a figure.
- ☐ as selected by this Authority, because this figure better characterizes the invention.
- b. ☐ none of the figures is to be published with the abstract.

Continuation of first sheet

1. With regard to any nucleotide and/or amino acid sequence disclosed in the international application and necessary to the claimed invention, the international search was carried out on the basis of:

Continuation No. IV:**Text of the abstract**

(Continuation of item 5 of the first sheet)

An Internet advertising system includes a service provider server (20) which stores and manages advertising symbols transmitted from a number of advertising sponsors (10); an advertisement (or ad) generating server which generates advertising images from the advertising symbols provided from the service provider server (20), an ad selecting server (120) which mixes an advertising image selected by a user among the various kinds of ads produced from the ad generating server; a slot machine game server (130) which constitutes the advertising images mixed by the ad selecting server (120) into a display screen of a slot machine game; and a user terminal which receives a slot machine game service.
